

# INFOTRONIC SYSTEMS INC. NEWS RELEASE



## GOTHAM AUDIO CORPORATION

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### DEMONSTRATION OF NEW ELTRO MARK II INFORMATION RATE CHANGER

#### AT AMA EXHIBITION EDUCATIONAL TECHNOLOGY

First introduced last July at the AMA Conference and Exhibit on Educational Technology, the ELTRO INFORMATION RATE CHANGER is being demonstrated in the even more advanced Mark II execution. Further, this year in cooperation with the AMA, this challenging "knowledge industry" tool is being applied to the conference methodology itself. Major concurrent sessions are being recorded and can be heard later in compressed form in a listening post area. Registrants have the unusual opportunity to listen to sessions missed in little more than half the time required for live delivery.

The ELTRO INFORMATION RATE CHANGER is completely unique in performing the functions of compression and expansion of speech or other material, in one operation, without accompanying pitch change to destroy intelligibility. In the field of educational hardware, this technological innovation obviates the development of software logistics. Training materials in recorded form can be compressed by as much as 56% or expanded by 100% without loss of intelligibility.

The ELTRO device has wide application in many spheres of educational systematology but continues to represent a challenge to leaders of the training methods revolution. Speeded discourse without appreciable reduction in intelligibility offers time saving benefits in high order proportion to the knowledge explosion. Conveying information in compressed form as an immediately available technology is worthy of study as applicable to all areas and levels of training. Moreover, information rate reduction or time expansion finds applications as well, notably in the areas of language training, speech analysis and the training of special groups.

GOTHAM AUDIO CORPORATION, 2 West 46th Street, New York, N. Y. 10036, is the exclusive agency in the U. S. for the manufacturer, ELTRO Automation GmbH, Heidelberg, West Germany. Gotham Audio president, Stephen F. Temmer, states that the Mark II INFORMATION RATE CHANGER is now being produced in adequate quantity to satisfy the extensive requirements in the areas of dial access information retrieval systems and new training technologies. Mr. Temmer also announces the formation of INFOTRONIC SYSTEMS INC. to function exclusively as the educational technology member of the Gotham Audio group of companies.

Gotham Audio is demonstrating this new educational technology in Booth 3 and offers the opportunity for interested registrants to record and transform material immediately in the booth. Mr. S. F. Temmer, President, and Mr. H. S. Allen, Vice President, of Gotham Audio will be available to demonstrate the ELTRO device and discuss its application to objectives emerging in industry and the educational plant.